

IN THE SPECIFICATION:

In the present Office Action of April 15, 2008, the Examiner has objected to the drawings under 37 CFR 1.83(a) because they fail to show certain elements identified in the claims. Amendment to the Specification in accordance with the following is respectfully requested to address, in part, the objections of the Examiner:

(1) On page 10 of the Specification, in the Brief Description of the Drawings, after the description of Figure 3, please amend the description of Figures 4 and 5 as follows:

Fig. 4 is a flow chart illustrating methods of managing the source data by an advertiser;
[and]

Fig. 5 is a flowchart for managing source data used in connection with the invention [.];

(2) On page 10 of the Specification, in the Brief Description of the Drawings, after the description of Figure 5, please append the description of Figures 6A, 6B and 7 as follows:

Fig. 6A is a flow chart of the method for making a scan of an icon from a television commercial and distributing data relative to the scan;

Fig. 6B is a continuation of the flow chart of Fig. 6A showing a flow chart of the method for making a scan of an icon from a television commercial and distributing data relative to the scan; and

Fig. 7 is a diagram of an exemplary piece of clothing with an embedded tag for transmitting data to a receiver or transceiver.

(3) On page 11 of the Specification, in the 3rd paragraph, in line 2, after the first sentence, please insert – In one embodiment of the present invention, the target or sign further comprises a timer 17 for causing the advertising and/or the URL to be changed in accordance with a predetermined time sequence. --

- (4) On page 14 of the Specification, in the 2nd full paragraph, in line 3, after: “of the memory stack 34” please insert --or the listing of phone numbers captured in memory subset 36--.
- (5) On page 22 of the Specification, in the last paragraph, in the 2nd line, after: “... which when captured” please insert --as is illustrated in the phone number listings 36 captured with the URL--.
- (6) On page 23 of the Specification, in the 2nd paragraph, please delete the 1st sentence and substitute therefor: --The present invention can be used in clothing, as is illustrated in Fig. 7, so that a person can act as a “Human IconTM”. Fig. 7 shows a system 600 comprising a T-shirt 610 with a transmitter tag 620 embedded in the shirt pocket. It is contemplated that the tag can be attached to the article of clothing in any practical manner, whether embedded in the lining, attached to a portion of the shirt, or incorporated into the decorative design, if any.--
- (7) On page 23 of the Specification, in the 3rd paragraph, in line 1, after “Data mining” please insert --as is shown in step 422 of Fig. 6B--.
- (8) On page 30 of the Specification, between the last two paragraphs, please insert:

Turning now to Fig 6A, there is shown a flowchart combining the methods previously discussed into a coherent flow. The method flow begins at step 400 when a television viewing sequence is initiated and an advertisement is presented. The flow advances to step 402 where a particular commercial displays an informational icon within the commercial field. The viewer must determine at step 404 whether or not the advertisement (and thus the icon) is of interest to the viewer. If the response to the query at step 404 is “NO”, then the flow advances to step 406 and no scan is initiated. However, if the response to the query at step 404 is “YES”, then the flow advances to step 408 where a transceiver is directed toward the icon in the display to capture, at step 410, the URL in the icon. Once captured, the URL is saved to a memory at step 412 and matched, at step 414, against profile data resident in the transceiver. From step 414, the flow advances to a query at step 416.

The query at step 416 asks if there is a restriction placed on either the URL or the Profile stored in the transceiver. A restriction serves the purpose of protecting profile information of the

transceiver user and allowing only certain information to be transmitted when a URL is captured. In turn, an advertiser can target customers by restricting transmission of its URL to only those who fit a particular profile. If the response to the query at step 416 is "YES", then the flow advances to a query at step 418 which asks if the URL and the profile can be matched in whole or in part. If the response to the query at step 418 is "YES", then the flow re-enters the stream in front of step 420. If, however, the response to the query at step 418 is "NO", then the flow advances over path D to re-enter the flow in after step 428 as is shown in Fig. 6B. Returning now to the query at step 416, if the response to the query is "NO," then the flow re-enters the stream in front of step 420.

At step 420, there is a query which asks if the system user wants to respond to the URL now. If the response to the query is "NO," then the flow advances over path B to re-enter the flow at step 428 as is shown in Fig. 6B. However, if the response to the query at step 420 is "YES", then the flow advances over path C to re-enter the flow at step 422 as is shown in Fig. 6B.

Turning to Fig. 6B, there is shown path C re-entering the flow at the query at step 422. At step 422, the system queries as to whether or not the system user will allow data mining by the URL's host. If the response to the query is "YES" then the flow advances to step 424 where the matched file between URL and user profile is transmitted to the website. From step 424, the flow advances to the query at step 430 which asks if there is another icon to be scanned. If the response is "NO", then the procedure is terminated at step 432. If, however, the response to the query at step 430 is "YES", then the flow returns to step 400 of Fig. 6A via path A. Returning now to the query at step 422, if the response was "NO," then the flow transmits, at step 426, a subset of the profile that protects the personal information of the user. The flow then advances to step 430. Additionally, path B re-enters the system flow at step 428 where a matched file is saved to a memory of the transceiver for future use. From step 428 the flow advances to step 430.